What is Claimed is:

1. A substantially pure DNA molecule comprising:
   a) a translation enhancer element consisting essentially of the nucleotide sequence of SEQ ID NO:1;
   b) a non-homologous gene operably linked to said translation enhancer element.

2. The DNA of claim 1, wherein said non-homologous gene begins at a site between 10 and 100 nucleotides 3′ to the last 3′ nucleotide in said translation enhancer element.

3. A vector for recombinantly expressing a peptide or protein in a eukaryotic cell comprising:
   a) a promoter which is active in said eukaryotic cell;
   b) a translation enhancer element consisting essentially of the nucleotide sequence of SEQ ID NO:1, wherein said element is 3′ to said promoter;
   c) a DNA sequence encoding said peptide or protein wherein said DNA sequence:
      i) lies 3′ to said translation enhancer element;
      ii) is operably linked to said promoter; and
      iii) is non-homologous to said translation enhancer element.

4. The vector of claim 3, wherein said DNA sequence encoding said peptide or protein begins at a site between 10 and 100 nucleotides 3′ to the last 3′ nucleotide in said translation enhancer element.

5. A host cell transformed with the vector of claim 3.

6. A host cell transformed with the vector of claim 4.

7. A method for recombinantly producing a peptide or protein comprising:
   a) growing host cells transformed with the vector of claim 3;
   b) purifying said recombinant peptide or protein from either said host cells or from the medium surrounding said host cells.

8. The method of claim 8, wherein the non-homologous gene on said vector begins at a site between 10 and 100 nucleotides 3′ to the last 3′ nucleotide in said translation enhancer element.

9. A recombinant protein produced by the method of claim 7.

10. The method of claim 7, further comprising contacting said transformed host cells with an inducer in an amount sufficient to significantly increase protein production, wherein said inducer is a cytokine.

11. The method of claim 10, wherein said cytokine is either interleukin-1α; or interleukin-1β.

12. A recombinant protein produced by the method of claim 10.

13. A method for assaying a test compound for its ability to alter the expression of the human amyloid precursor protein, comprising:

a) preparing the vector of claim 2;

b) measuring the expression of said gene in said vector in the absence of said test compound;

c) comparing the expression determined in step b) with expression in the presence of said test compound.

14. The method of claim 13, further comprising transforming a host cell with said vector prior to measuring the expression of said gene.

15. The method of claim 12, wherein said test compound comprises a nucleic acid sequence complementary to a region of SEQ ID NO:1 at least 10 base pairs in length.

16. The method of claim 12, wherein said test compound is an RNA targeting compound.